

## PROFILE

**HARINDRA SINGH**  
Chairman & Managing Director  
Percept Limited



Harindra Singh is the Chairman & Managing Director of Percept Limited, a leading entertainment, media and communications conglomerate, with a team of over 700 people across 42 offices in India and the Middle East.

He laid the foundation of the country's largest and one of its kind entertainment, media and communications group on January 2, 1984 when 'Percept' came into being as a full service advertising agency. Today, Percept has a team of over 700 people across 42 offices in India and the Middle East with a capitalized billings of INR 17.26 billion (FY'16), and is recognised as one of the leaders in the entertainment, media and communications domain.

Having begun his career in 1980 at Interads, one of the top 10 advertising agencies then, he rose swiftly up the ranks to the post of Regional Manager. Backed by a Bachelors' Degree in Science, a Diploma in Hotel Management as well as Advertising & Public Relations, Harindra today, is regarded as one of the thought leaders in the field of entertainment, media & marketing communications.

Harindra is Director on the Board of several Advertising, Media, Entertainment and Hospitality companies and is a key industry spokesperson. He has been featured as a speaker on various industry forums, conclaves and is a veteran in the EMC industry.

With unparalleled passion, immense energy and enthusiasm, Harindra has been instrumental in making Percept a truly global organisation. He led the Percept partnership with Aegis Group plc, UK, a leading media independent globally, with brands like Carat, Posterscope, Isobar, Vizium, and Synnovate amongst others; and with Hakuhodo Inc, the 2<sup>nd</sup> largest advertising agency group in Japan and the 8<sup>th</sup> largest worldwide.

As the Founder-Promoter of Percept, it was his vision to build an indigenous organisation with global imprints. With network offices across 19 countries worldwide including USA, UK, Japan and the Middle East, Percept is well on its way to being a globally competitive player in the entertainment, media and communications industry. He has played a key role in mapping out the growth strategy of Percept through the M&A route that brought in immense value into the business. He led the Acquisitions of Tiger Sports Marketing, Eventus, Swift, Imageads and the Merger of Bydesign with Imageads to create IBD Brands, a leading creative agency today.

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Harindra is also instrumental in setting up 'Percept Live', the new Live Entertainment division at Percept encompassing a range of innovative Intellectual Properties in the Entertainment, Sports, Fashion, Digital and Media space including Sunburn, Bollyboom, Windsong, FLY, Fight Night and Champions of the World.

An astute personality with sharp business acumen, Harindra ensured that Percept remained ahead of its peers as the pioneers and innovators in the entertainment, media and communications domain and surpasses the cut-throat competition in the EMC Industry. He has actively raised Private Equity for Percept and a few other companies across multiple domains. He has also acted in an advisory capacity for various organizations in Business and Company Restructuring Processes and Funding.

What defines Harindra Singh is his unflinching belief in himself, and his firm conviction that life is a matter of choice, not chance. The seeds of owning a company one day were sown long before he actually accomplished it. It has taken years of sheer hard work, admirable entrepreneurial skills, planning and incredible foresight to place Percept on the pedestal it is today.

Singh's 'never say die' spirit emerges from his background and love for sports. His interests lie in Badminton, Tennis and Cricket. Half a century seems a long time, but life starts at 50 for this young suave leader who believes in staying fit by indulging in competitive sports even today.